GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

STARRED QUESTION NO:286
ANSWERED ON:06.12.2016
Jago Grahak Jago
Subbareddy Shri Yerram Venkata

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the funds allocated for the "Jago Grahak Jago" campaign during the period 2012 to 2015-16;
(b) the manner in which the Government proposes to make the above campaign/ slogan successful;
(c) the steps being taken to increase the allocations under Jago Grahak Jago programme for its effective implementation; and
(d) whether the number of cases with the consumer forums are piling up year-after-year and if so, the reasons therefor and the corrective action taken in the matter?

Answer

(a) to (d) : A Statement is laid on the Table of the House.

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STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*286 FOR 6.12.2016 REGARDING JAGO GRAHAK JAGO.

(a) The year wise funds allocated for the 'Jago Grahak Jago' during the period 2012 to 2015-16 are as under:-
(in Rs. crores)

S.No.	Years	B.E.	R.E.	Expenditure
1	2012-13	89.00	58.00	66.46
2	2013-14	75.00	71.00	68.08
3	2014-15	75.00	76.47	71.50
4	2015-16	75.00	80.00	80.00 (Provisional)

(b)& (c) The 'Jago Grahak Jago' campaign is carried out through DAVP, Doordarshan, All India Radio, Lok Sabha TV etc., in Print, Electronic, Outdoor and New & innovative medium like Digital Cinema, Websites and Twitter etc. Besides, funds are allocated to the States/Union Territories for spreading Consumer Awareness in their respective States/UTs at the local level in their regional language. Indian Institute of Mass Communication has been selected to carry out an impact assessment of Jago Grahak Jago and to suggest suitable strategies for making the campaign more effective in terms of content and reach.

Keeping in view the requirement of funds, demands are projected in the budget proposals. Further, the department is also carrying out Joint Campaigns with other departments on cost sharing basis in order to increase its outreach on one hand and maximize its funds availability on the other.

(d) As per information received from National Consumer Disputes Redressal Commission (NCDRC), the total pendency in National Commission, State Commission and in District Fora since inception is 10.95%, 14.2% and 7.89% respectively. The number of cases filed and disposed of during the last 2 years and this year upto 30.06.2016 in various Consumer Fora are as under:-

(upto 30.6.2016)

S.No.	CONSUMER FORA	2014		2015		2016	
		Filed	Disposed	Filed	Disposed	Filed	Disposed
1	National Commission	CCommission	6806	6668	5943	7259	5808	4488
2	State Commission	21882	16777	22781	13773	6894	4821
3	District Forums	125062	111952	121270	128898	52233	51444
TOTAL		1,53,750	1,35,397	1,49,994	1,49,930	64,935	60,753

The primary reasons for pendency in the Consumer Fora is due to deficiencies in manpower (including members) and infrastructure.

To address the problem, some State Commissions have constituted Additional Benches mainly to dispose of backlog of pending cases. The National Commission and some of the State Commissions as well as District Fora are adopting the process of holding Lok Adalats for speedy disposal of the cases. Further, in pursuance of the directions of the Hon'ble Supreme Court, a Committee has been set up to look into the problems of Consumer Fora in totality. The Hon'ble Supreme Court has recently issued directions on certain manpower and functioning related matters of Consumer Fora.

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